

ORDER



KLAS

| | | | | |
|--------|----------------------|---------------------|---------------|------------|
| Orders | Order / Rev: | 36870 | Primary AE: | Mike Jones |
| | Alt Order #: | 08836531 | Sales Office: | K-WAS |
| | Product Desc: | OBAMA/P/D | Sales Region: | National |
| | Estimate: | 1549 | | |
| | Flight Dates: | 08/04/12 - 08/17/12 | | |
| | Original Date / Rev: | 08/03/12 / 08/03/12 | | |
| | Order Type: | GENERAL | | |

| | | | | |
|--------|------------------|-----------------------|--------------------|-----------|
| Agency | Name: | GMMB | Billing Type: | Cash |
| | Buying Contact: | | Billing Calendar: | Broadcast |
| | Billing Contact: | | Billing Cycle: | EOM/EOC |
| | | 1010 Wisconsin Ave NW | Agency Commission: | 15% |
| | | Washington, DC 20007 | | |

| | | | | |
|------------|----------------|---------------------------|-------------------------|----------|
| Advertiser | Name: | Obama, Barack D-President | New Business Thru: | |
| | Demographic: | A35+ | Order Separation: | 00:15:00 |
| | Product Codes: | PO1 | Advertiser External ID: | |
| | Priority: | LV2 | Agency External ID: | |
| | Revenue Codes: | AGY, POL, CAND | | |

| Bill Plan | | | | | Totals | | | | |
|------------|----------|---------|--------------|-------------|-------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 07/30/12 | 08/17/12 | 49 | \$43,175.00 | \$36,698.75 | August 2012 | 49 | \$43,175.00 | \$36,698.75 | 0.00 |
| | | | | | Totals | 49 | \$43,175.00 | \$36,698.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KLAS | 30% | \$43,175.00 |
| Market | 100% | \$143,916.67 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$35,979.17 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$7,195.83 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|----|----------|----------|---|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| 1 | 8 | 08/06/12 | 08/17/12 | Live w/Kelly Live With Regis & Kelly | CM | 9-10a | MTWTF-- | :30 | 4 | \$650.00 | LV1 | 0.00 | NM | 6 | \$3,900.00 |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | |
| Week: 08/06/12 | | | | MTWTF-- | 4 | \$650.00 | 0.00 | | | | | | | | |
| Week: 08/13/12 | | | | MTWTF-- | 2 | \$650.00 | 0.00 | | | | | | | | |
| 2 | 8 | 08/06/12 | 08/10/12 | Y&R Young & Restless | CM | 11a-12p | MTWTF-- | :30 | 5 | \$1,800.00 | LV1 | 0.00 | NM | 1 | \$1,800.00 |

Order / Rev: 36870
Alt Order #: 08836531
Flight Dates: 08/04/12 - 08/17/12

| | |
|---------------|---------------------------|
| Advertiser: | Obama, Barack D-President |
| Product Desc: | OBAMA/P/D |
| Estimate: | 1549 |

KLAS

Order / Rev: 36870
Alt Order #: 08836531
Flight Dates: 08/04/12 - 08/17/12

| | |
|---------------|---------------------------|
| Advertiser: | Obama, Barack D-President |
| Product Desc: | OBAMA/P/D |
| Estimate: | 1549 |

KLAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
|----|----|----------|----------|-----------------------|-------|---------------------|---------|-------|------|----------|-----|------|-------|--------|------------|
| 8 | 8 | 08/06/12 | 08/17/12 | 630-7p Inside Edition | CM | 630-7p | MTWTF-- | :30 | 4 | \$900.00 | LV1 | 0.00 | NM | 4 | \$3,600.00 |

| Inside Edition | | | | | | | |
|-------------------|-----------------|-------------------|---|----------------|---------------|--------|--------------------|
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | |
| Week: 08/13/12 | 08/19/12 | MTWTF-- | 2 | \$900.00 | 0.00 | | |
| Spot | Ch | Date Range | Description | Start/End Time | Weekdays | Length | Rate |
| 5 | 8 | 08/13/12-08/19/12 | 630-7p Inside Edition See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16 [due n/a upon entry (DA)] | 630-7p | MTWTF---- | :30 | (\$900.00) 0.00 NM |
| 6 | 8 | 08/13/12-08/19/12 | 630-7p Inside Edition See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16 [due n/a upon entry (DA)] | 630-7p | MTWTF---- | :30 | (\$900.00) 0.00 NM |

[800-1000 Spec. Entry (11/12)]

| 7-8p Rotator | | | | CM | 7-8p | MTWTF | :30 | 4 | \$1,000.00 | LV1 | 0.00 | NM | |
|----------------|--|-------------------|---|---------------------|--------|------------|-------------|--------------|------------|----------|------|------|----|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| Week: 08/06/12 | 08/12/12 | MTWTF-- | 4 | \$1,000.00 | 0.00 | | | | | | | | |
| Week: 08/13/12 | 08/19/12 | MTWTF-- | 2 | \$1,000.00 | 0.00 | | | | | | | | |
| Spot | Ch | Date Range | Description | Start/End Time | | Weekdays | Length | Rate | Rtg | Type | | | |
| 5 | 8 | 08/13/12-08/19/12 | 7-8p Rotator | 7-8p | | MTWThF---- | :30 | (\$1,000.00) | 0.00 | 0.00 | NM | | |
| | | | See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16 | | | | | | | | | | |
| | | | [due n/a upon entry (DA)] | | | | | | | | | | |
| 6 | 8 | 08/13/12-08/19/12 | 7-8p Rotator | 7-8p | | MTWThF---- | :30 | (\$1,000.00) | 0.00 | 0.00 | NM | | |
| | | | See MG 9.7,9.8,9.9,9.10,9.11,9.12,9.13,9.14,9.15,9.16 | | | | | | | | | | |
| | | | [due n/a upon entry (DA)] | | | | | | | | | | |
| 7 | 8 | 08/06/12-08/10/12 | Price Is Right | 10-11a | | MTWThF---- | :30 | \$1,300.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 8 | 8 | 08/06/12-08/10/12 | 8 News Now 11p M-F | 11-1135p | | MTWThF---- | :30 | \$1,700.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 9 | 8 | 08/06/12-08/10/12 | 8 News Now 11p M-F | 11-1135p | | MTWThF---- | :30 | \$1,700.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 10 | 8 | 08/06/12-08/10/12 | 8 News Now 11p M-F | 11-1135p | | MTWThF---- | :30 | \$1,700.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 11 | 8 | 08/06/12-08/10/12 | 8 News Now 4-5a | 4-5a | | MTWThF---- | :30 | \$75.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 12 | 8 | 08/06/12-08/10/12 | 8 News Now 5-630p M-F | 5-630p | | MTWThF---- | :30 | \$1,250.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 13 | 8 | 08/06/12-08/10/12 | 8 News Now 5-630p M-F | 5-630p | | MTWThF---- | :30 | \$1,250.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 14 | 8 | 08/06/12-08/10/12 | 8 News Now 5-630p M-F | 5-630p | | MTWThF---- | :30 | \$1,250.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 15 | 8 | 08/06/12-08/10/12 | 8 News Now 5-630p M-F | 5-630p | | MTWThF---- | :30 | \$1,250.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| 16 | 8 | 08/06/12-08/10/12 | 8 News Now 5-630p M-F | 5-630p | | MTWThF---- | :30 | \$1,250.00 | 0.00 | 0.00 | NM | | |
| (M) | MG for 2.5,8.6,2.4,7.1,5.2,5.1,2,3,2,2,9.5,8.5,9.6 | | | | | | | | | | | | |
| N 10 | 8 | 08/04/12 | 08/04/12 | Sat 7-8p - ET Wknd | CM | 7-8p | -----S----- | :30 | 1 | \$250.00 | LV2 | 0.00 | NM |
| | | | | Ent Tonight Weekend | | | | | | | | | |
| ET WEEKEND | | | | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| Week: 07/30/12 | 08/05/12 | -----S----- | 1 | \$250.00 | 0.00 | | | | | | | | |

Total: **100**

ET WEEKEND

| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |
|-------------------|-----------------|-----------------|-------------------|-------------|---------------|
| Week: 07/30/12 | 08/05/12 | -----S- | 1 | \$250.00 | 0.00 |

Totals

49 \$43,175.00